WORLD BICYCLES:

ARNOLD, SCHWINN & COMPANY
CHICAGO U·S·A·

INTRODUCTORY

WORLD BICYCLES have been on the market and have been built continuously since 1895. When we entered the bicycle business it was our fixed intention to build the best bicycle that could be produced. That we succeeded was amply proven by the fact that within the year following our organization, World bicycles were winning races not only in the United States, but in England, France, Italy and, in fact, throughout Europe.

The World's Champion, John S. Johnson, built up his reputation on a World bicycle and in 1896 established World's Records for one kilometer and one-half kilometer, European records for one-quarter and half mile, and numerous French and other National records.

Other World's Records made on World bicycles included One Mile Indoor Paced record, 333⅓ meters, and many of the recognized distances ¼ to 100 miles, a number of which records are still unbroken.
The growth of our business has long since compelled us to stop the manufacture of racing machines and devote our entire attention and constantly increasing facilities to the production of road machines of the highest possible quality.

Medal of Award
Panama-Pacific Exposition
1915

An evidence of our success is the fact that in 1916 we manufactured fully 25% of all the bicycles built in the United States, our output far exceeding that of any other bicycle manufacturer in the world.

Quality counts, and we offer the World bicycle for 1917 stamped with the seal of public approval for a period of twenty years.

ARNOLD, SCHWINN & COMPANY

1718 to 1760 North Kildare Avenue, Chicago

STRUCTURAL DETAILS

The foundation of a bicycle is the frame, the part on which depends not only the durability but the safety of the rider. We therefore use only the best seamless steel tubing, in gauges ranging from 16 in fork stems and similar parts, to 20 gauge in the frames of the lighter models.

While frame lines, vary, the same general structural details are carried out in all models. The heads are drawn steel with fishmouth reinforcements and flush joints.

The crank bracket, seat post cluster and rear fork ends are all of heavy drawn steel perfectly assembled and solidly brazed. The reinforcements are all carefully designed as to weight and structure, giving the greatest possible strength without excessive and unnecessary weight.

All joints are first carefully pinned, then brazed by the most approved methods, making joints in every instance, the strongest parts of the frame.

FRAME DESIGNS—In our various models, we offer the standard Diamond frame with Single and Double bar, Single and Double Curved top, Arched Truss and Motorbike types, and Ladies.

All curved tubes are bent on graceful lines with no kinks or unsightly construction.

FORK CONSTRUCTION—The most important element of a bicycle frame is the fork and we have therefore given this detail the attention it deserves and offer four styles of fork, three with drop forged crowns and one with a three-plate crown of special design.

Our three plate crown is worthy of your careful consideration and beyond comparison with the ordinary crowns of this type. Instead of using three plates punched out of sheet metal in the ordinary manner, they are formed with long drawn sockets giving a holding space on the fork sides fully three times the thickness of the crown plates, with a correspondingly greater strength than is attainable with the common type.

Our Trussed Fork is built with a one-piece forged crown with the truss struts made integral with the crown, giving the greatest possible strength combined with neatness in appearance. Another popular fork is our bayonet type with a reinforcing rib extending from the crown practically the full length of the fork side. This rib gives the greatest possible lateral strength and being nickel plated greatly adds to the appearance of the fork.

We also make a standard type of oval fork with a plain drop forged crown of symmetrical design.

CRANK HANGERS—Our crank hangers are the one-piece type with round and diamond sectioned drop forged cranks of the highest grade high carbon spring steel.

The cups and cones are the best grade of steel, hardened, ground and polished.

STRUCTURAL DETAILS

The construction of the bearings is such that the natural action of the balls tends to force the dirt out of the bearings thereby excluding sand and grit, and giving extreme wearing quality and perfect running. Adjustments are simple, accurate and positive.

SPROCKETS—We offer a variety of sprockets, all of the highest quality, handsomely designed and perfectly cut from high carbon steel. Our 60-tooth sprocket is reinforced by lateral flanges on each side just below the chain line. By this construction we attain the greatest strength with the least weight.

WHEELS—Our wheels are all built with the highest grade one-piece wood rims with interlocking joint, oil finished and heavily enameled, making them thoroughly waterproof. We use only the highest grade swaged piano wire anti-rust spokes and nipples.

FRONT HUBS—Our front hubs are light and strong and of handsome design. For rear hubs we use a standard type of coaster brake, as stated in specifications.

CHAINS—We use only the finest quality blue steel chains in block and roller type, standard pattern being ⅞" wide, ½" pitch.

MUD GUARDS—Our mud guards are heavy rolled steel with raised center. The strongest and most durable guard on the market.

EQUIPMENT—The Tires, Saddles and Pedals specified with the various models have been carefully selected and are, we believe, the best obtainable for use in connection with the various models. Handle bars are the highest grade seamless steel tubing of handsome design, made and finished in the best possible manner. Grips include leather wound and rubber.

FINISH—The finish is another important feature, and we state without reserve that our enameling and nickel plating is the best that can be produced.

The enameling includes four coats, carefully laid on and hand rubbed, giving a high and lasting lustre. Color combinations have been carefully selected and all striping is done by experts in the best and most artistic manner.

Equal care and attention has been given to nickel plating to insure high lustre and great durability. In short, in every detail we have devoted the experience of 21 years in the successful production of high-grade bicycles, to the production of the best bicycle now on the market.

WORLD MOTORBIKE MODEL No. 1760

The strongest and easiest running heavy service bicycle ever built.

FRAME. One-inch seamless steel tubing, extra heavy, strongly reinforced, all flush joints.

UPPER TUBE. Motorcycle design.

HEIGHT. 20 inches at seat post mast.

WHEELS. 28 inch.

TRUSS FORK. Motorcycle style as illustrated, handsomely decorated.

CRANK HANGER. Drop forged, one-piece, 7-inch; can be removed without disturbing cups.

FINISH. Handsomely enameled in brown and white, four coats. Hand rubbed, tastefully decorated with Sunburst head.

FRONT HUB. New Departure.

COASTER BRAKE. New Departure or Atherton.

RIMS. One-piece maple enameled to match.

CHAIN. 3/16-inch roller, ½-inch pitch.

SPROCKETS. 52-tooth front, 18-tooth rear.

SPOKES. Highest quality, 36 in front, 36 in rear.

TIRES. Firestone or Pennsylvania Rubber Company's guaranteed "Sturdy Stud," single tube.

HANDLE BAR. Motorcycle style, extension, long rubber grips.

SADDLE. Motorcycle style.

PEDALS. Rubber, motorcycle style.

TOOL BOX. Metal, enameled to match, containing pump, wrench, oiler and tire repair kit.

GUARDS. Deep drop sides, motorcycle style, double braces front and rear, enameled to match frame.

STAND. Motocycle style.

PACKAGE CARRIER. Strongly made, detachable, enameled to match frame.

Price, $45.00

WORLD MODEL No. 1760

WORLD ARCH TRUSS MODEL No. 1761

FRAME. One-inch seamless steel tubing, 18 gauge, strongly reinforced, all flush joints.

ARCH TRUSS. Curved truss bar, bridge pattern.

HEIGHT. 20, 22 or 24 inches.

WHEELS. 28-inch.

FRONT FORK. Diamond drop forged crown, raised ribbed fork sides, handsomely nickeled and enameled.

CRANK HANGER. Diamond pattern, one-piece, drop forged 7-inch. Can be removed without disturbing cups.

FINISH. Handsomely enameled in olive green, decorated with red sunburst head. Four coats, hand rubbed.

FRONT HUB. New Departure.

COASTER BRAKE. New Departure or Atherton.

RIMS. One-piece maple, enameled and striped.

CHAIN. English roller, ½-inch pitch by ⅛ inch.

FRONT SPROCKET. Extra large 60 tooth for ½-inch pitch roller chain. Sprocket reinforced by two extending flanges combining great strength with light weight.

REAR SPROCKET. 22 tooth, ½-inch pitch.

GEAR. 84.

SPOKES. Highest quality, 36 in front, 36 in rear.

TIRES. Pennsylvania Rubber Company's guaranteed "Sturdy Stud," single tube, or Firestone.

HANDLE BAR. California style forward extension as illustrated, with large rubber grips.

SADDLE. Motorcycle style.

PEDALS. Rubber, motorcycle style.

TOOL BAG. Contains pump, wrench, oiler and tire repair kit.

GUARDS. Raised center front and rear, leather flap on front, double flat braces on rear.

STAND. Armless type, enameled to match frame.

Price, $42.00

WORLD MODEL No. 1761

WORLD TRUSS FRAME MODEL No. 1758

FRAME. Either 20, 22 or 24-inch, made of one-inch 19 gauge seamless steel tubing, all flush joints. The Truss bar is solidly brazed according to best engineering practice.

WHEELS. 28-inch.

FORK. Diamond pattern drop forged nickeled crown. Seamless fork sides nicely tapered.

CRANK HANGER. Drop forged, one-piece, 7-inch cranks, removable without disturbing cups.

FINISH. Handsomely enameled in orange with blue sunburst head and beautifully striped in blue.

FRONT HUB. New Departure.

COASTER BRAKE. New Departure or Atherton.

RIMS. One-piece maple, enameled to match frame.

CHAIN. 3/16-inch roller, ½-inch pitch.

SPROCKETS. 52-tooth front, 18-tooth rear.

SPOKES. Swaged piano wire, 36 in front and 36 in rear.

TIRES. Goodyear Blue Streak guaranteed, single tube.

HANDLE BAR. Forward extension, with wound leather grips.

SADDLE. Tip Top.

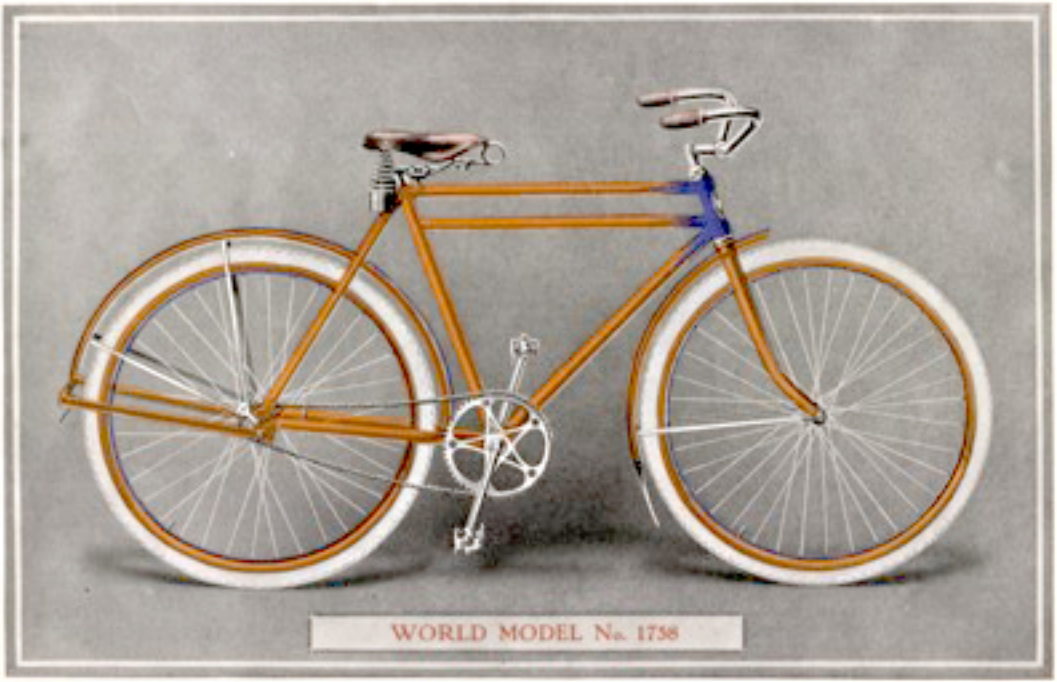
PEDALS. Rat Trap.

TOOL BAG. Contains pump, wrench, oiler and tire repair kit.

GUARDS. Raised center front and rear; leather flap on front, double flat brace on rear.

STAND. Armless type, enameled to match frame.

Price, $38.50



WORLD MODEL No. 1758

WORLD MODEL No. 1757

This machine is specially designed for short, stout men or growing boys too old for juvenile models and who buy for the future. A man's machine of highest grade throughout with extra low saddle position double curved frame, built to meet all the requirements of heavy riders or hard service.

FRAME. 20-inch, measuring 2 inches less at the mast, on account of 2-inch drop in top bar, made of one-inch, 19 gauge seamless steel tubing, all flush joints. The truss bar is solidly brazed according to best engineering practice.

WHEELS. 28-inch.

FORK. Trussed motorcycle style, extra strong, drop forged crown; seamless fork-sides nicely tapered.

CRANK HANGER. Drop forged, one-piece, 7-inch cranks, removable without disturbing cups.

FINISH. Handsomely enameled in national blue with white head and beautifully striped in white.

FRONT HUB. New Departure.

COASTER BRAKE. New Departure or Atherton.

RIMS. One-piece maple, enameled to match frame.

CHAIN. 3/16-inch roller, ½-inch pitch.

SPROCKETS. 52-tooth front, 18-tooth rear.

SPOKES. Swaged piano wire, 36 in front and 36 in rear.

TIRES. Firestone single tube.

HANDLE BAR. Forward extension, with wound leather grips.

SADDLE. Motorbike.

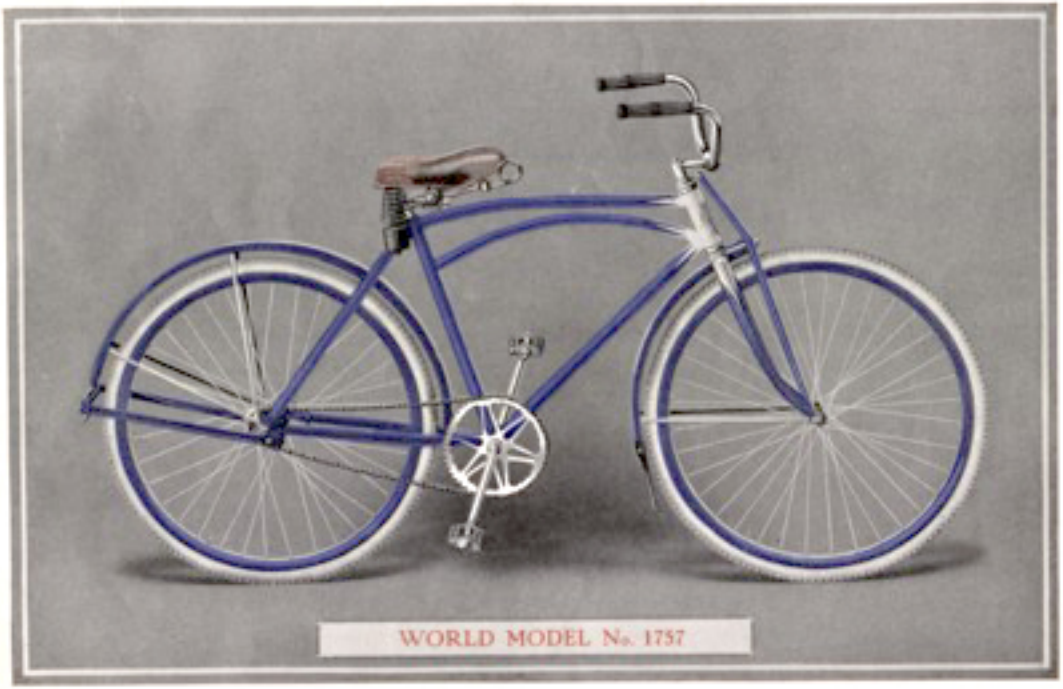
PEDALS. Rubber, motorcycle style.

TOOL BAG. Contains pump, wrench, oiler and tire repair kit.

GUARDS. Raised center front and rear; leather flap on front, double flat brace on rear.

STAND. Armless type, enameled to match frame.

Price, $40.00



WORLD MODEL No. 1757

WORLD MODEL No. 1756

The Zenith of bicycle quality. A machine unequalled in material, workmanship and finish. Built for the discriminating buyer who wants the best that can be produced.

FRAME. Either 20, 22 or 24-inch; 1-inch, 19 gauge, seamless steel tubing, oval rear stays and forks, all flush joints.

WHEELS. 28-inch.

FORKS. Raised nickeled ribbed seamless fork sides, 3 plate deep drawn crown.

CRANK HANGER. Drop forged, Diamond pattern, one-piece, 7-inch cranks; removable without disturbing cups.

FINISH. Military drab with fancy head and seat post mast in green enamel. Four coats hand rubbed.

FRONT HUB. New Departure.

COASTER BRAKE. New Departure or Atherton.

RIMS. One-piece, enameled to match frame.

SPOKES. Highest quality Diamond E; 36 in front, 36 in rear.

CHAIN. ⅛-inch roller, ½-inch pitch.

SPROCKET. Front, Diamond pattern recessed, 52 tooth, 18 rear.

TIRES. Pennsylvania Rubber Company's guaranteed "Sturdy Stud," or Firestone single tube.

HANDLE BAR. No. 2 forward extension with Scout rubber grips.

SADDLE. Eagle Easy.

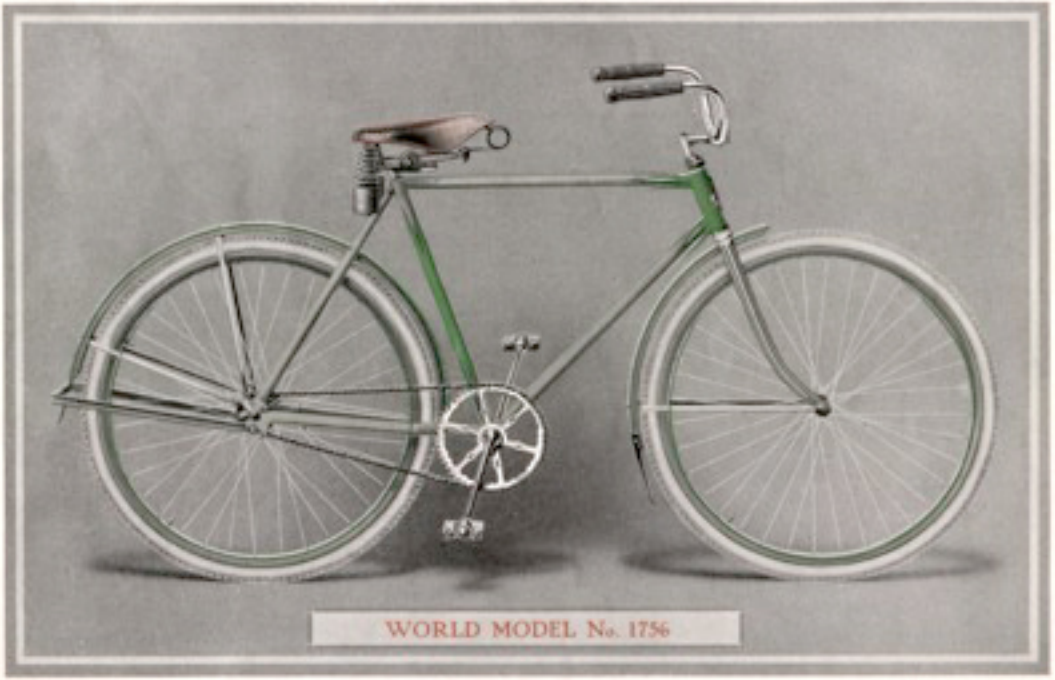
PEDALS. Rubber, motorcycle style.

TOOL BAG. Contains pump, wrench, oiler and tire repair kit.

GUARDS. Raised center, front has leather flat, double flat braces on rear.

STAND. Armless type enameled to match frame.

Price, $40.00



WORLD MODEL No. 1756

WORLD MEN'S MODEL No. 1755

FRAME. Either 20, 22 or 24-inch, made of 1-inch, 19 gauge, seamless steel tubing. All flush joints.

WHEELS. 28-inch.

FORK. Drop forged; nickeled oval crown, seamless fork sides.

CRANK HANGER. Drop forged; 7-inch cranks, one-piece, removable without disturbing cups.

FINISH. Handsomely enameled in brilliant black with green head. Four coats hand rubbed. Rims black with green center.

FRONT HUB. New Departure.

COASTER BRAKE. New Departure or Atherton.

RIMS. One-piece maple.

CHAIN. 3/16-inch roller, ½-inch pitch.

SPROCKETS. 52-tooth front, 18-tooth rear.

SPOKES. Swaged piano wire, 36 in front, and 36 in rear.

TIRES. Goodyear Blue Streak, guaranteed, single tube.

HANDLE BAR. Extension adjustable, leather wound grips.

SADDLE. Tip Top.

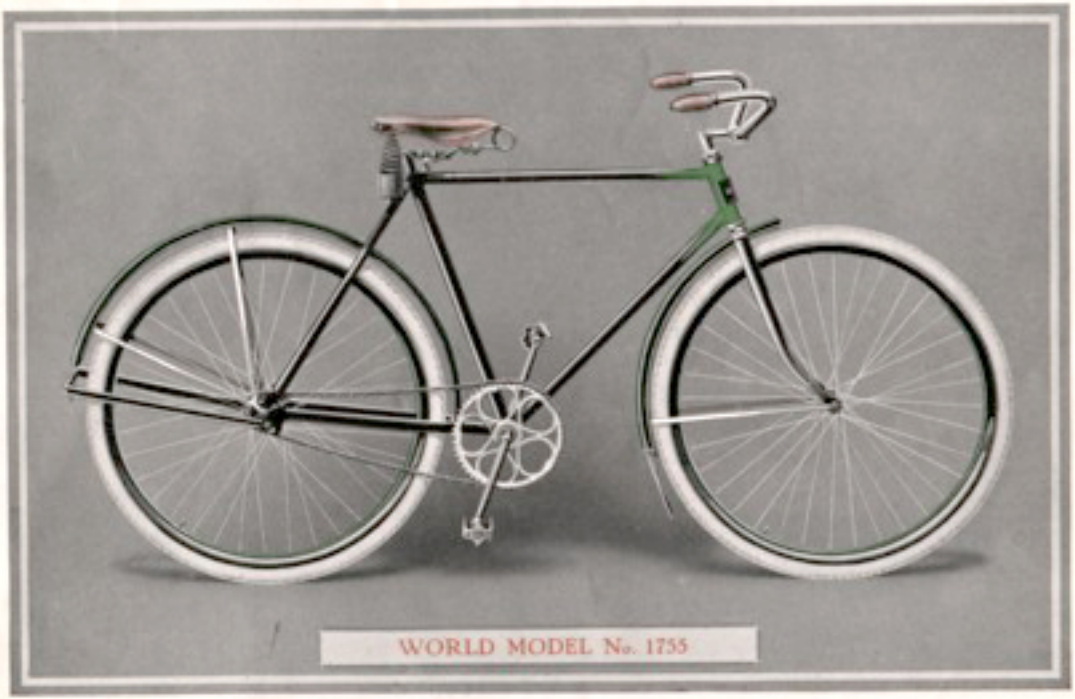
PEDALS. Rat Trap.

TOOL BAG. Contains pump, wrench, oiler and tire repair kit.

GUARDS. Raised center, front has leather flap, double flat braces on rear.

STAND. Armless type, enameled to match frame.

Price, $35.00



WORLD MODEL No. 1755

WORLD BOY'S SPECIAL MODEL No. 1754

FRAME. Built on regular 20-inch Diamond frame lines, but with 2-inch drop of upper bar, at seat post mast, this making a specially desirable model with full size wheels and tires. Made on 1-inch, 19 gauge seamless steel tubing. All flush joints.

WHEELS. 28-inch.

FORK. Drop forged, nickeled oval crown seamless fork sides.

CRANK HANGER. Drop forged; 7-inch cranks, one-piece, removable without disturbing cups.

FINISH. Handsomely enameled in brilliant black with red head. Four coats hand rubbed. Rims black with red center.

FRONT HUB. New Departure.

COASTER BRAKE. New Departure or Atherton.

RIMS. One-piece maple.

CHAIN. 3/16-inch roller, ½-inch pitch.

SPROCKETS. 52-tooth front, 18-tooth rear.

SPOKES. Swaged piano wire, 36 in front, 36 in rear.

TIRES. 28x1½-inch Goodyear Blue Streak guaranteed, single tube.

HANDLE BAR. Extension adjustable, leather wound grips.

SADDLE. Scout.

PEDALS. Rat Trap.

TOOL BAG. Contains pump, wrench, oiler and tire repair kit.

GUARDS. Raised center, front has leather flap, double flat braces on rear.

STAND. Armless type, enameled to match frame.

Price, $35.00

WORLD MODEL No. 1754

WORLD MODEL No. 1753

The finest constructed and most highly finished ladies' bicycle ever made.

FRAME. Drop pattern, either 20 or 22-inch. Made of the finest seamless steel tubing, thoroughly reinforced; flush joints throughout.

WHEELS. 28-inch.

FORK. Seamless fork sides with raised nickeled rib. Heavy drawn three plate crown with extended sockets.

CRANK HANGER. Drop forged, Diamond pattern, 6½-inch, one-piece cranks, removable without disturbing cups.

FINISH. Rich deep maroon, beautifully striped in white.

FRONT HUB. New Departure.

COASTER BRAKE. New Departure or Atherton.

RIMS. One-piece maple, enameled to match frame.

SPOKES. Highest quality, 36 in front and 36 in rear.

CHAIN. 3/16-inch roller, ½-inch pitch.

SPROCKET. 48-tooth front, 18-tooth rear.

TIRES. Pennsylvania Rubber Company's guaranteed "Sturdy Stud," single tube.

HANDLE BAR. Forward extension, short rubber grips.

SADDLE. Ladies' Trophy, triple coil spring.

PEDALS. Ladies' Rubber.

TOOL BAG. Contains pump, wrench, oiler and tire repair kit.

GUARDS. Raised center, enameled to match frame, for chain, front and rear wheel; front has leather flap, rear has double flat braces.

STAND. Armless type, enameled to match frame.

Price, $38.50

WORLD MODEL No. 1753

WORLD GIRL'S JUVENILE MODEL No. 1752

A strictly high grade ladies' bicycle built in junior sizes.

FRAME. Either 14, 16 or 18-inch, made of one-inch, 19 gauge, seamless steel tubing; flush joints throughout.

WHEELS. 20, 24 or 26-inch, according to frame size.

FORK. Drop forged, nickel plated crown, fork sides nicely tapered.

CRANK HANGER. 5½-inch, one-piece, nickel plated.

FINISH. Handsomely enameled in black with blue head. Four coats hand rubbed. Rims, black with blue center.

FRONT HUB. New Departure.

COASTER BRAKE. New Departure or Atherton.

RIMS. One piece maple.

CHAIN. 3/16-inch.

SPROCKETS. 22-tooth front, 9-tooth rear.

SPOKES. Piano wire; 28 in each wheel.

TIRES. Juvenile, single tube, guaranteed.

HANDLE BAR. Juvenile adjustable, leather wound grips.

SADDLE. Messinger Junior Suspension.

PEDALS. Juvenile, rubber.

TOOL BAG. Contains pump, wrench, oiler and tire repair kit.

REAR DRESSGUARDS with lacing is regular equipment on all 16 and 18-inch frame sizes.

Price, $30.00

WORLD MODEL No. 1752

WORLD MODEL No. 1751

The best constructed and most highly finished juvenile bicycle ever built. A real man's bicycle built in boy's size

FRAME. Either 14, 16 or 18-inch; made of best quality one-inch, 19 gauge, seamless steel tubing; all flush joints.

WHEELS. 20, 24 or 26-inch, according to frame size.

FORK. Drop forged, nickel plated crown, fork sides nicely tapered.

CRANK HANGER. One-piece, 5½-inch crank, nickel plated.

FINISH. Handsomely enameled in black with blue head. Four coats hand rubbed. Rims black with blue center.

FRONT HUB. New Departure.

COASTER BRAKE. New Departure or Atherton.

RIMS. One-piece maple.

CHAIN. 3/16-inch.

SPROCKETS. 22-tooth front, 9-tooth rear.

SPOKES. Piano wire, 28 in each wheel.

TIRES. Juvenile, single tube, guaranteed.

HANDLE BAR. Juvenile adjustable, leather wound grips.

SADDLE. Messinger Junior Suspension.

PEDALS. Juvenile Rat Trap.

TOOL BAG. Contains wrench, oiler, pump and tire repair kit.

Always specify frame size.

Price, $30.00

GUARANTEE

THESE bicycles are fully guaranteed against any imperfections in material or workmanship, and repairs or replacements will be made free of charge, provided parts claimed to be defective are delivered to us transportation charges prepaid, a separate letter to be mailed in order to help us identify the parts.

This guarantee expires December 31st of the year during which purchase was made.

As we do not manufacture Coaster Brakes, Saddles, Pedals, Handle Bars, etc., these various accessories are guaranteed by their respective manufacturers, as is the usual trade custom.

We have exercised the greatest care in the selection of tires for the various grades and all tires are guaranteed by the maker, to whom all claims for adjustment must be made.

ARNOLD, SCHWINN & COMPANY

FREDERIC H. HART
CHICAGO